April 19, 1953

parade

SYRACUSE Herald—American

EXCLUSIVE:

Atomic Power in Your Kitchen

PAGE 8

THESE ARE 'PEARLIES'

PAGE 6

PHOTO BY DAVID P. PRESTON

Georgi Malenkov

The Russian premier has "very cruel brown eyes," says a European diplomat who met him several times. He says Malenkov's "dark eyes" were the only signs of life in his pudgy, expressionless face. Malenkov is 5 feet, 7 inches, and weighs 250 pounds.

Lavrenty Beria

Wearing pince-nez, Beria appears very intellectual. "Not at all like the head of a secret police," says Mikolajczyk (see story). "He's a good conversationalist. His eyes are lively. He seems to have the same interests as Western Europeans." But he is known to be ruthless.

Vyacheslav Molotov

More Westerners have seen the grey-eyed Molotov than any of the other Russian leaders. As Minister of Foreign Affairs, he has traveled widely. "You just don't get to meet those other men," says Adm. Alan G. Kirk, former U.S. Ambassador to Russia.

Nikolai Bulganin

The eyes of Russia's Minister of War are not particularly striking, according to Mikolajczyk. "These Russians are schooled to seem like decent, ordinary men who could be liked by children around the world," he adds, pointing out that Bulganin is "the military type."

Lazar Kaganovich

The Kremlin's dark-eyed, roving trouble shooter is—in Mikolajczyk's words—"an intellectual like Beria." Mikolajczyk, who has met all these men, says, "There's a kind of slyness, a going-round-about, in Kaganovich's expression." Kaganovich is said to be a relative of Stalin.

10 Russian Eyes

They watch the world from behind Kremlin walls . . .

● **Take a good look at the eyes on this page. The minds behind them control nearly a fourth of the world.**

They are the eyes of the Presidium of the Council of Ministers of the Union of Soviet Socialist Republics.

Few outsiders have really seen these eyes. "The Russian *system*," says Stanislaw Mikolajczyk, ex-Polish premier, "is not to look you in the eye. They don't even look each other in the eye."

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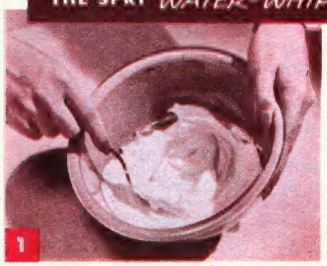
New high-speed, work-saving method
Only possible because SPRY is HOMOGENIZED—

THAT MEANS "PRE-CREAMED"—to mix quickly and thoroughly with DRY and LIQUID INGREDIENTS

See how EASY it is to make this delicious Meringue Pie—SAVE MONEY, TOO!

THE SPRY "WATER-WHIP" WAY



1

PUT 7 tablespoons HOMOGENIZED SPRY in mixing bowl. Add 3 tablespoons boiling water and 1 teaspoon milk and break up SPRY with fork. Tilt bowl and rapidly whip with fork until mixture is thick and *holds soft peaks.*

2

SIFT 1¼ cups flour and ½ teaspoon salt together onto SPRY mixture. There's no cutting in! SPRY mixes directly with liquids! This is *possible only* because SPRY is *homogenized*—pre-creamed—to blend quickly and easily.

3

STIR quickly, with round-the-bowl strokes, into a dough that clings together and "cleans" the bowl. It takes only 33 seconds! Pick up and work into a smooth dough; shape the well-blended dough into a flat round for rolling.

4

ROLL dough between squares of waxed paper, laid on dampened counter. Peel off top paper; place in pie pan, pastry-side down. Carefully remove paper. Trim pastry; flute rim. Prick shell with fork. Bake at 450°F., 14-19 minutes.

SAVE TIME WITH JELL-O PIE FILLING

5

FOLLOW directions on the Jell-O Pie Filling package. Cook and stir over medium heat until mixture comes to a boil and is thickened (about 5 minutes). Cool 5 minutes, stirring once or twice. Turn into baked pie shell.

HOW TO MAKE THE MERINGUE

6

FOLLOW directions on the Jell-O Lemon Pie Filling package. For larger volume, have eggs at room temperature. Spread meringue over filling, extending to edge of pie shell to prevent shrinking. Bake at 425°F., 5-10 minutes.

Here's your chance to try JELL-O Pie Filling

AT OUR EXPENSE

Your choice of Lemon or the new Coconut Cream

FREE!

OF EXTRA COST when you buy one 3 lb. can of SPRY with the yellow band

TEAR OFF COUPON ON BACK OF CAN AND GIVE IT TO YOUR DEALER

Spry—the Modern Short-cut to better baking

—is guaranteed by Lever Brothers Company

JELL-O is a registered trademark of General Foods Corp.

The Turning Point

THOMAS ANDREW CARVEL: *$100 worth of ice cream . . .*

His Tire Blew Out

YONKERS, N. Y.

TIMES were hard. The Great Depression of the early 1930's had the nation in its grip.

Desperate, young Thomas Carvel tried his hand at everything.

He played drums in a jazz band. He played semi-pro football. He went to work in a food plant with his father, a chemist.

Finally, at 26, Tom Carvel had a nervous breakdown. So he decided to try a job that would get him out of the city.

• He bought a house trailer, filled it with ice cream and hitched it to the family car.

• Week after week, Carvel ranged through Westchester County, just north of New York City, peddling ice cream at every crossroad.

"If I got gas money and a few dollars over, I was happy. Those were rough years for everybody," he says.

A Fateful Day in May

Then on a May day in 1934, Carvel's trailer blew out a tire in Hartsdale, N. Y.

"There was a pottery shop across the street," he says. "I told the man I didn't have enough money to buy a tire.

"I asked him if I could park on his property until I sold some of my ice cream."

That first weekend Carvel and the girl he later married, Agnes Stewart, sold $100 worth of ice cream.

• For the next 15 years, Carvel experimented with ice cream stands until, by 1949, he was ready to establish the Carvel (Dari-Freeze) chain.

Today, there are 200 Carvel stores—in 10 states.

• *And the pottery shop? It has become the chain's pilot plant!*

parade

The Sunday Picture Magazine

APRIL 19, 1953

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THE COVER:

Queen Becky and King Bert, London's "Pearlie" royalty posed for photographer Dave Preston in the clothes they'll wear at the Coronation. The rest of the royal family consists of a son, two daughters, three grandchildren and a dog, "Bongo." See page 6.

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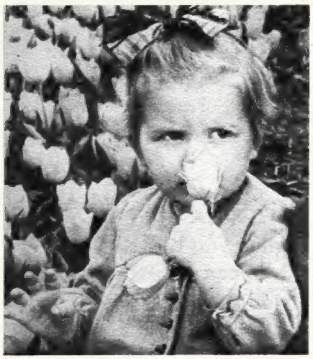
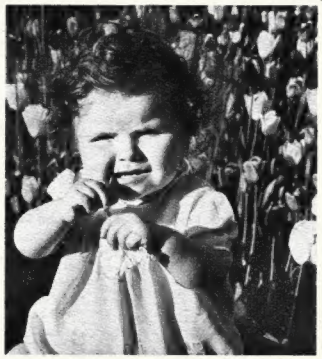
on parade: 4 little girls discover tulips



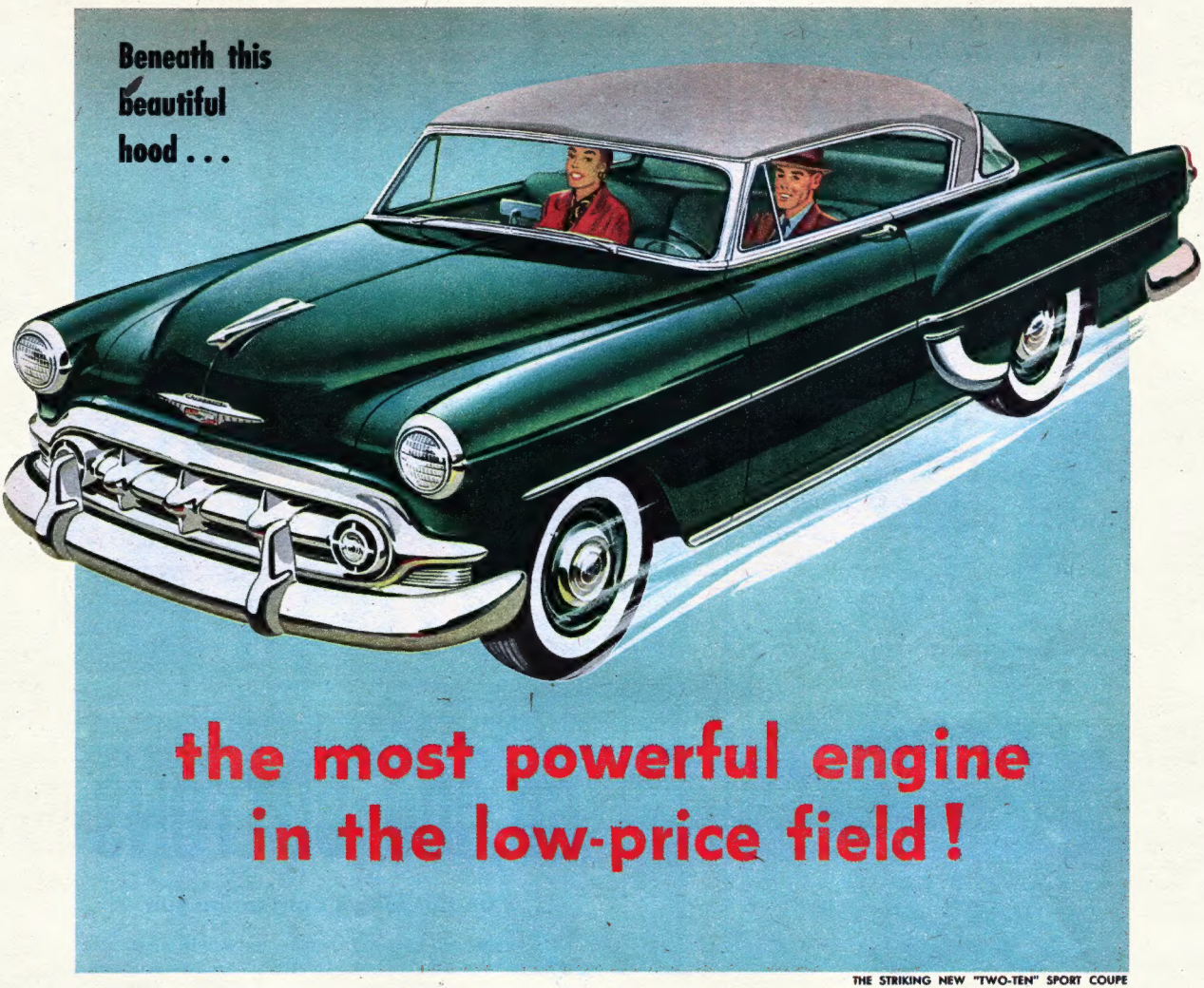
Dreamer: she sniffs and rolls her eyes . . . and thinks about the beauties of nature.

Worker: she thinks tulips are like elephants — they need lots of watering.



Practical Girl: tulips ought to be good for something — maybe you can eat them.

Worrier: does anybody realize that tulip petals come off if you pull them? Gosh!



THE STRIKING NEW "TWO-TEN" SPORT COUPE

CHEVROLET'S ENTIRELY NEW "BLUE-FLAME" ENGINE . . . WITH EVEN GREATER ECONOMY, TOO!

A new reserve of pent-up power lies behind the amazing performance of this great new '53 Chevrolet. *And with it comes the most important gain in economy in Chevrolet's 40-year history.*

How can this be? The entirely new 115-h.p. high-compression "Blue-Flame" engine is the answer. Teamed with the new Powerglide automatic transmission,* this great new engine delivers eager, agile power to lift you lightly over the hills and send you smoothly on your way.

Here is more power—*more dynamic, high-compression power*—than is offered by any other low-priced car. And Chevrolet's extra-efficient valve-in-head design, plus the new 7.5 to 1 compression ratio, squeezes extra energy from every drop of gasoline—*regular gasoline at that!*

Of course, power, performance and economy are only a small part of the story behind this great new '53 Chevrolet.

A greatly advanced high-compression "Thrift-King" Valve-in-Head engine!

In gearshift models, Chevrolet's greatly advanced "Thrift-King" engine delivers a full 108 h.p., brings you new high-compression performance (7.1 to 1 ratio)—new getaway, new power to pass—and even more miles to every gallon of gas. But, drive it and see for yourself.

Entirely NEW through and through!

New Fashion-First Bodies by Fisher . . . new, richer and roomier interiors . . . widest choice of body-types and color harmonies . . . entirely new Powerglide with faster getaway, more miles per gallon . . . entirely new Power Steering (optional at extra cost) . . . the softer, smoother Knee-Action Ride . . . more weight—more stability—more road-steadiness . . . largest brakes in the low-price field . . . Safety* Plate *Glass in windshield and all windows of sedans . . . E-Z-Eye* Plate *Glass (optional at extra cost).*

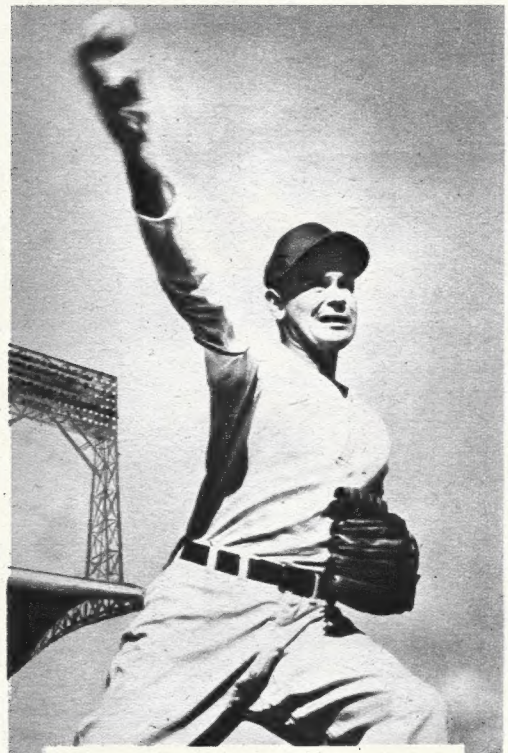
**Combination of Powerglide and "Blue-Flame" engine optional at extra cost on Bel Air and "Two-Ten" models. (Continuation of standard equipment and trim illustrated is dependent on availability of material.)*

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR

CHEVROLET

See Your Chevrolet Dealer for All Your Automotive Needs!

So Fast You Need A Stopwatch To Time Its Speed!



White lightning flashing past you on a sunny afternoon! A baseball, seeming the size of a pea, pitched at 127 m.p.h.! That's fast—so fast you need a stopwatch to time its speed! And the same is true with Bayer Aspirin. It starts disintegrating almost instantly—so fast you need a stopwatch to time its speed. That's one reason why Bayer Aspirin relieves ordinary headache—makes you feel better—fast!

COMPARE!

Drop the headache tablet you now use in one glass of water—drop a Bayer Aspirin tablet in another—and see how fast each of them disintegrates.

Bayer Aspirin is so gentle doctors prescribe it even for small children. Millions use it with confidence. Try it. And remember—if it doesn't give you fast, gentle relief—don't experiment—**IT'S TIME TO SEE YOUR DOCTOR!**

BAYER ASPIRIN

(SEE COVER)

HERE'S what the "Pearlie" Queen and King will look like at the Coronation.

60,000 BUTTONS

. . . on this king's Coronation suit

LONDON, England.

WHO'LL be the flashiest dressed royalty at Elizabeth II's Coronation?

The bets here are on the couple shown above: Bert and Becky Matthews, King and Queen of London's 100-odd "Pearlies," named for their pearl-button decorated clothes.

• Bert's Coronation uniform (still unfinished) will have 60,000 buttons on it. Including the jacket, vest, trousers and peaked cap, it will weigh 50 pounds. Queen Becky's gown, cape and cartwheel hat may weigh even more.

• Look funny? Not to Londoners. They're used to it. The garish style, originally used by carnival barkers, was adopted in 1900 to help Pearlies raise money the year round for poor people.

Bert and Becky have been "Pearlies" for 53 years. Now 68 and 67—and grandparents—they live in the London suburb, Hampstead Village.

But on Coronation Day, they expect to dress up in their finery and ride their scooter bikes in London to pay tribute to Britain's new queen. ■

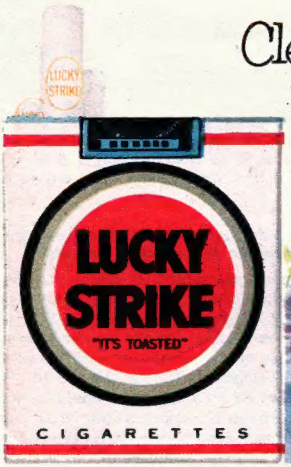
SCOOTERS will carry Pearlie royalty (left) past the cheering throngs.

NOTHING—NO, NOTHING—BEATS BETTER TASTE

and

LUCKIES TASTE BETTER!

Cleaner, Fresher... ...Smoother!



You can even see why Luckies taste better—cleaner, fresher, smoother

Ask yourself this question: *Why do I smoke?*

You know, yourself, you smoke for enjoyment. And you get enjoyment only from the taste of a cigarette.

Luckies taste better—cleaner, fresher, smoother! You can see *why* when you strip the paper from a Lucky by tearing down the seam.

First, you see that your Lucky is *made better*, because it remains a perfect cylinder of fine tobacco—round, firm and fully packed.

Second, you see Luckies' famous fine tobacco itself—long strands of fine, light, truly mild tobacco with a rich aroma and an even better taste. Yes, L.S./M.F.T.—Lucky Strike *means* fine tobacco.

Nothing—no, nothing—beats better taste, and Luckies taste better—cleaner, fresher, smoother. So...

Be Happy—GO LUCKY!

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

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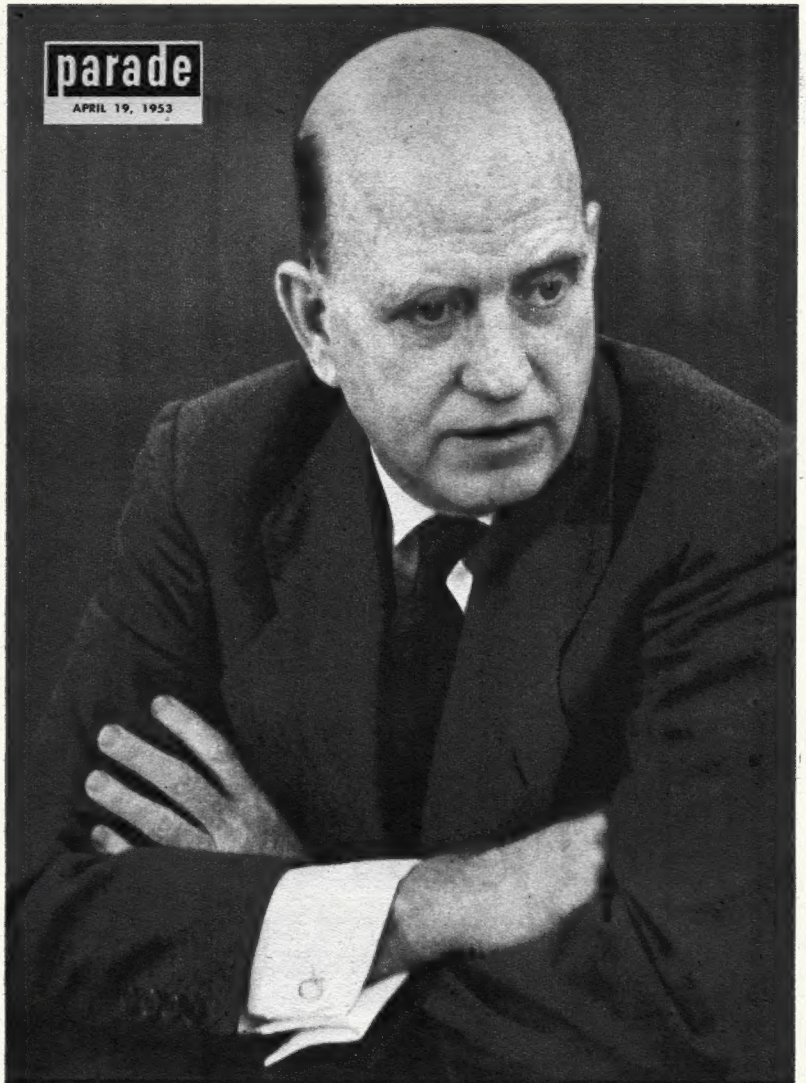
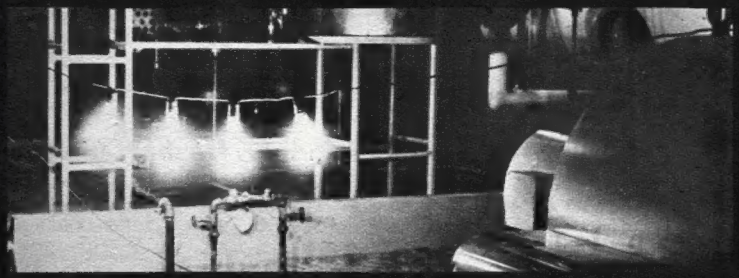
APRIL 19, 1953



DR. CHARLES A. THOMAS: *"a new way to make our nation prosper . . ."*



THESE BULBS are being lighted by atomic electric power. Electricity is produced by the generator (right) which runs on heat from an atomic reactor*. This picture was taken at the Atomic Energy Commission's testing station in Idaho.

* Operated by Argonne Nat'l Laboratory

Are we getting close to a revolution in atomic energy—caused by U.S. industry? Here are the latest facts on something you've been hoping for...

Atom

It isn't just a dream. A top

LAST MONTH, the Atomic Energy Commission announced it had produced enough electric power to light 50 average 5-room houses.

Americans everywhere asked:

What does that mean to me?

PARADE got the answer – and a lot more – that will interest every American.

- A top authority, Dr. Charles Allen Thomas, president of the Monsanto Chemical Co., St. Louis, Mo., recognizes that:
- America's newest frontier, atoms for peace, could have a bearing on the food you eat, the job you have or the place you live.
- But, he says, we will not reap the full benefits of the atom—for our everyday living—until private industry is allowed to build its own plants for making atomic materials. Under present law, only the government can own atomic plants.

Here, in Dr. Thomas's answers to PARADE's questions are some of the most revealing statements yet published on how atomic power could change your future:

Q. What could "peacetime" atomic energy actually provide the average person?

A. Properly developed, it could provide a great many things; new jobs, a healthier economy for many parts of the U.S. and possibly more food for our dinner tables. It could also help our country gain friends in underdeveloped parts of the world. Privately owned atomic plants would be scattered through the country—and that would be an advantage, especially in event of war. It would tap the facilities of our great industrial research laboratories—which would augment our government research.

Q. What would industry do first in its own atomic energy program?

A. We are all interested in producing electric power for home and industrial use.

Q. Could electrical power for home use be produced cheaply?

A. We feel that in the long run, it would be even cheaper than present sources of

"The atom can provide us with many good things — how many, no one can predict. It is our newest frontier."

Power in Your Home

authority tells how your future may be changed by the atom

By ROBERT P. GOLDMAN

power. Atomic power would not replace present sources of power, but would be a needed addition.

Q. How many years would it be before homes were lighted with atomic power?

A. That's hard to say. It's been done already as sort of a demonstration. [See picture.] The big stumbling block is the present Federal law. We'll have atomic power quicker if that law is changed to allow private industry to establish its own atomic energy plants. Certain companies working with the Atomic Energy Commission at their own expense are designing atomic power plants.

Q. You mentioned "more food" before. Could you elaborate?

A. Yes. There are many parts of the country—in California, Oregon, Idaho, the Southwest—now considered wasteland. Actually, the land is rich and fertile, but it cannot be irrigated because there is no cheap power at hand. With cheap atomic power to pump the water, some of these lands could be rejuvenated. Crops could be grown on them. And we need more producing land. By 1975, we will need 100 million more producing acres if we are to maintain present dietary standards. (This land rejuvenation could also be done in other parts of the world.)

Q. You mentioned a "healthier economy" a moment ago. Could you explain that?

A. Cheap power might go a long way toward helping New England get new industry. One of the reasons some industries left that part of the country was high power costs. Low power costs—and new industry, and the jobs it would bring—could rejuvenate parts of New England.

There's another important aspect to this. Typically, "ghost towns" develop in mining areas of the nation after mines are worked out. Cheap power would tend to attract industry and agriculture and stabilize these communities—and the lives of people in them. It's entirely possible that atom power would end the boom and bust "life cycle" of those communities. When you have agriculture and industry, you get stability.

That has been shown by the Tennessee Valley Authority. The TVA, by providing cheap power, has attracted new industry to the area in which it operates.

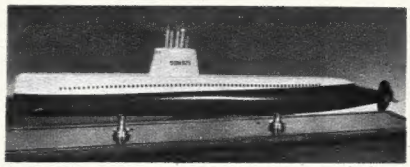
It has even been suggested that whole new permanent communities would spring up in the future if power were at hand.

Q. Are there other uses that might be made of atomic power?

A. You know about the submarine with an atomic power plant now being constructed. While this submarine is expensive to build, it will have advantages over present types. It will have a greater cruising range. Because atomic power plants in ships would provide them with more free space, I think it's very likely that cargo ships of the future will be atom-powered. That may be true, too, for ocean-going luxury-liners. You see, big ships using atom-power would be able to carry bigger "pay loads."

There is a possibility, too, that atom-powered electric furnaces would make the reduction of ores more efficient.

Q. Would the unskilled worker be able to work in the atomic industry of the future?



THIS IS a simulated model of the first atomic submarine, the U.S.S. Nautilus. Westinghouse is building the power plant, the Electric Boat Co., the hull.

A. Yes. Already, there are 150,000 people working in the present atomic energy program. There would be a need for more personnel, both skilled and unskilled, in atomic energy plants.

Q. What about the safety of people in and outside of an atomic energy plant?

A. There would be a high safety factor for all concerned.

It should be just as safe for a worker as present electric power plants.

Q. Would atomic secrets leak out to other nations if industry were given a "go-ahead?"

A. No. Only reputable industry which met government requirements should be allowed to have atomic energy plants. And all personnel in those plants should be screened—possibly by the FBI.

Atomic military secrets should never be released by the government.

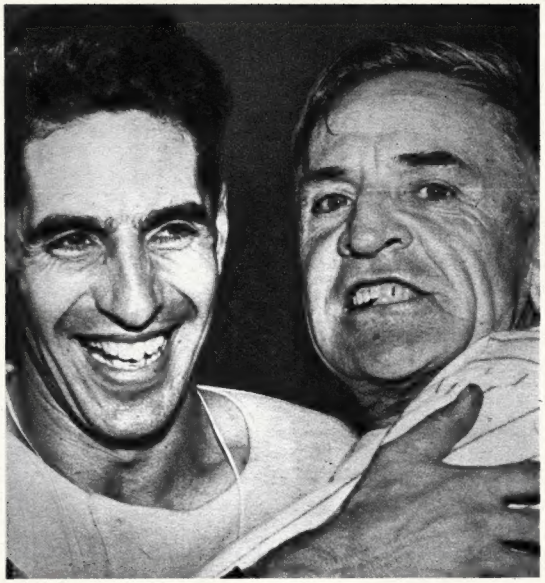
Q. Are we ahead of other nations in developing the atom for peacetime uses?

A. I don't know. There's some indication that Great Britain and Canada are making significant progress in this field. In the light of that fact, I don't think anyone can say definitely that the United States is ahead in developing the atom for peace.

Q. What is your company's plan for getting private industry into the atomic energy business?

A. We propose to produce both power and plutonium. The plutonium would be sold to the government possibly at less than what it costs the government to make plutonium now for its own program. This would help keep down the cost of power.

That's how we feel we can open a new industrial frontier for the benefit of the entire nation. ■



▲ Casey Stengel (right) gave shortstop Phil Rizzuto a big victory hug last fall. In a tense moment, Stengel once "gave" $1,000 away (see story).

...What Are

Fans are always curious when ballplayers put

NEW YORK.

CASEY STENGEL stood out by the mound at Ebbets Field. His fists were dug deeply in the back pockets of his uniform britches. His jaw jutted grimly. His restless eyes glanced up toward the scoreboard and then swept around the bases.

It was the seventh inning of the seventh and deciding game of the World Series last October. The Yankees were leading, 4 to 2, but a tiring Vic Raschi had filled the bases with only one out. The Yanks were in a jam. This Dodger rally could snatch that fourth straight championship from their faltering hands.

● Stengel pawed nervously at the dirt with his spikes as he waited for **BOB KUZAVA** to stride in from the bullpen. The "Ol' Perfessor" whispered quickly to the tow-headed pitcher and shuffled back to the bench.

● "I wonder what he told him?" said a grandstand customer to his companion.

The Fans Wondered

HIGH UP in the bleachers, another fan said, "I betcha he give him the lowdown."

"What did he say, anyway?" asked one reporter of another in the press box.

Would you like to know?

One taste and you'll agree...it's **Glorifried Chicken**

Luscious! Tender! Done to a turn with MAZOLA Oil

HERE'S fried chicken the way you like it . . . crispy golden-brown outside . . . tender and juicy inside! The one sure way to end up with this chicken feast is to start with Mazola® in the pan.

Good golden Mazola is a pure, clear vegetable oil, so clean and convenient to use. It quickly sears over the chicken . . . seals in the rich juices and flavor. Yes, Mazola really *Glori*-FRIES!

Be sure to select a plump, young frier . . . or, for convenience, buy fresh-frozen chicken in a package, (like Swanson's). Flour it . . . add seasoning and fry in Mazola . . . for golden-brown, digestible goodness.

Pure vegetable oil . . . in pint bottles and quart tins

©Corn Products Refining Co.

BY KEVIN ROBERTS

They Saying?

their heads together. Here's what they say . . .

● From time immemorial, baseball fans have been curious about what is being said in these conferences out on the diamond. Though the actions of ballplayers are visible now in millions of homes via TV, no one has yet wired them for sound to satisfy this curiosity.

So the short exchange between Stengel and Kuzava still remains intriguing. Kuzava first had to face **DUKE SNIDER**, a batting hero of the series. He made Duke pop up. Then came **JACKIE ROBINSON**, a great competitor and the Dodgers' clean-up hitter. He made Robinson pop up, too, even though it took an amazing catch by **BILLY MARTIN** to make the out good. After that, Kuzava had no trouble.

What did Stengel say to Kuzava?

● "Young feller," croaked the Ol' Perfessor, fists still thrust into his back pockets, "I got a thousand bucks in my pocket here. I'll give it to you if you get us outa this jam."

● "Thanks, Case," said Kuzava.

End of conversation. Admittedly, that was a unique one. (Luckily for Stengel, Kuzava knew a joke when he heard one.)

Most diamond conversations fall into two types. One is the strictly business type. The other is the get-his-mind-off-the-business kind.

It Almost Backfired

TYPICAL of the business talk is a catcher wandering out to remind the pitcher that "ya gotta keep the pitch low and inside to this guy or else he'll hit it into the seats."

But the conversations aimed at snapping tensions are more amusing.

One of them almost backfired. That was the time **DIZZY DEAN** tried to calm Manager **FRANK FRISCH** during the seventh game of the 1934 World Series.

Diz had fanned **HANK GREENBERG** three times, and the big slugger resolutely stepped up to the plate once more. Dean called time and summoned his skipper from second base. The fans were sure they were plotting the deepest kind of strategy.

"Frankie," said Diz, "is there anything this guy can hit?"

"Sure," snapped the fiery Flash. "Don't ever give him a high, fast ball on the outside. He murders 'em."

So Dean fired in a high, fast ball on the outside. Greenberg promptly smashed out a double. There was another mysterious conference between the two Cardinal stars.

● "You were right, Frankie," said the grinning Dean. "I was just beginning to think he couldn't hit nothing."

"Stop horsing around, you big donkey," screamed Frisch. "We're in the World Series. Any more of this, and I'll yank you."

"Nobody's going to yank Ol' Diz," said Dean serenely, "as long as he's got himself an 11-run lead."

In a tense moment in another Series game, **LEFTY GOMEZ**, baseball's prize conversationalist, beckoned to his catcher, **BILL DICKEY**. Once more, the fans wondered what plot was afoot.

Asked about Dogs

"BILL," Lefty asked, "do you still own some bird dogs?"

"Sure," said Dickey, "but why ask such a question at a time like this?"

"Well," said Lefty, "a guy told me last night he wanted to buy some bird dogs. I told him I'd mention it to you if I happened to think of it. And I just happened to think of it now."

● "You're nuts," said Dickey and strode away indignantly.

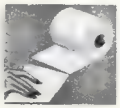
● But there was method in Lefty's madness. He was relieving tension.

It's too bad players aren't wired for sound. Fans would have more fun.

LEFTY GOMEZ, one of the game's best talkers, often joked to ease tension.

Only this one toilet tissue is fine and firm and soft – like Kleenex tissues

Just as you know there is only *one* Kleenex*, so too you'll discover that of all *toilet tissues* new *Delsey** *alone* gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Ask for Delsey at your favorite store. If not on hand, have it ordered for you.



Now Delsey comes "clean-cut."

No shredding, no waste with Delsey. It tears clean at a touch—lasts longer.

*T. M. REG. U. S. PAT. OFF.

Corns

Dr. Scholl's SUPER-FAST RELIEF!

1. Relieves pain in a jiffy . . .
2. Removes Corns one of the fastest ways known to medical science . . .
3. Stops Corns before they can develop . . .
4. Prevents Sore Toes, Blisters . . .
5. Eases New or Tight Shoes.

No other method does as much as Dr. Scholl's Zino-pads. They cost so little. At Drug, Shoe, Dept., 5-10¢ Stores.

Dr. Scholl's Zino-pads

STOP PAYING FANCY PRICES for Floor Wax!

"Kitchen-Tested"

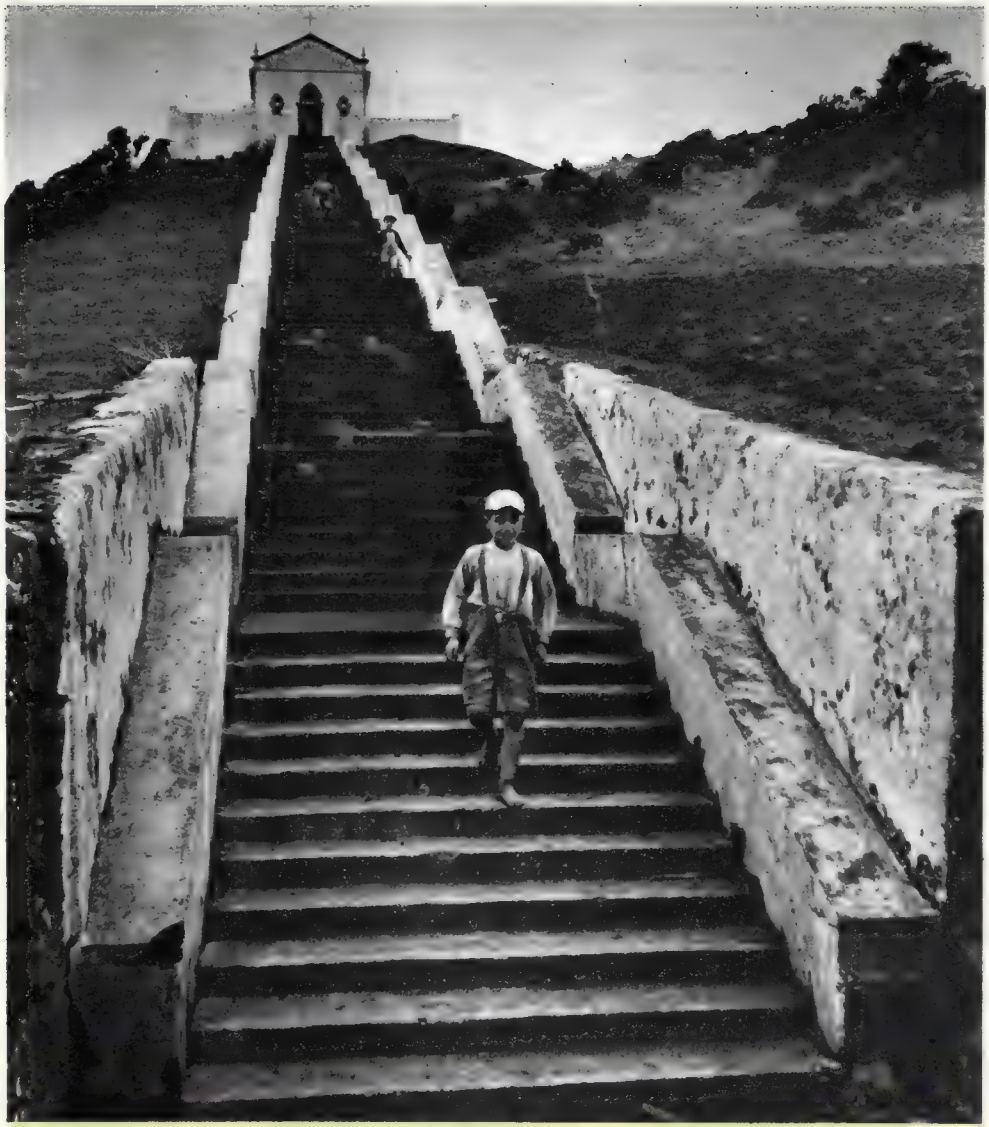
for Brighter Floors, Lasting Lustre

You can become a better cook in just one meal!

Good cook? Of *course* you are! But it's good cooks who tell us they depend on Ac'cent to make their favorite dishes taste even *better!* You can prove it to yourself in just one meal. Ac'cent (pure monosodium glutamate) does wonderfully good things to foods...it actually brings out natural flavors you'd never guess were there but it adds no flavor of its own. Try it yourself. Fix your most complimented dish with the added touch of Ac'cent. Use it in meats, poultry, vegetables, gravies, salads. Get the big economy size quarter pound package—at your grocer's. (Also available in one ounce trial size package.)

Ac'cent®
PURE MONOSODIUM GLUTAMATE

Also available in Canada
AMINO PRODUCTS
Division of International Minerals & Chemical Corp.
20 North Wacker Drive—Chicago 6, Illinois



Steps to Pray On . . .

SAN PEDRO, Azores.

HIGH (900 feet) above the Atlantic Ocean here stands a church whose 150 steps are used as a rosary.

It wasn't exactly planned that way. When Manuel Tavares de Resendes first offered this land for the Church of the Fatima, Father Virginio Lopes Tavares was tempted to turn it down.

"How will the people get up there?" he asked. The people answered his question by each contributing a few steps, built in a sequence like a rosary. Now they pray while they climb. ■

"I sincerely believe this is the greatest hair-beauty discovery since the permanent wave"– Helene Curtis

New invisible spray net keeps any hair-do softly in place all day long

Here's the hair-beauty discovery you've wished for a thousand times. A way to keep hair *softly* and *perfectly* in place—without greasiness or artificial "lacquered look." Simply press the button—and the magic mist of Helene Curtis Spray Net keeps your hair the way you set it—naturally . . . invisibly . . . all day long! Won't harm hair—brushes out instantly. Easier to apply than lipstick. Keeps hair-do's fresher between regular visits to the beauty parlor. The perfect answer to wispy, straying hair!

NO MORE WISPY ENDS and fly-away strands! Now career girls can Spray-Net their hair in the morning and know that straggly locks won't ruin their appearance even on busiest days.

PERFECT HAIR CONTROL. Almost every woman has some troublesome place where curls just won't "stay put." Helene Curtis Spray Net gives invisible, *complete* control wherever you need it.

THAT ROMANTIC, SMOOTHER LOOK is yours all evening long with Spray Net. You'll find new confidence and poise when hair is *always* alluringly in place. Get Helene Curtis Spray Net now.

Helene Curtis spray net®

FOREMOST NAME IN HAIR BEAUTY

At all Drug Stores, Cosmetic Counters and Beauty Salons. *Regular Size,* **$1.25.** *New 11 oz. Economy Size,* **$2**

Turn your attic into a *Colorful* new room—

Install a long-lasting **KENTILE FLOOR** like this for only $17.50*

Handy Ken-Kit has complete easy-to-follow instructions—all the tools you need. After floor has been measured, chalk line is snapped. Next, Kentile Adhesive is spread.

Tiles go down one at a time. After first half is done, Kentile Adhesive is spread and tiles set in remaining area. And, once in place, your Kentile Floor is ready to walk on.

Colors shown are Languedoc and Travertine with Green Feature Strip and Scotty ThemeTile. Green KenBase at walls

Kentile's 25 modern colors give endless design opportunities to make your new room the show spot of your home. Easy to maintain, too... Kentile glows like new with occasional no-rub waxings. Colors never wear off... they go clear through each rugged, dirt and stain-resistant tile. Only your Kentile Dealer carries guaranteed Kentile.

KENTILE GUARANTEE

Kentile Inc. will furnish tiles free without charge for any Kentile that wears out and on which colors wear off during your own occupancy of your own home whenever you have installed Kentile or have had it installed by an authorized Kentile Dealer. This guarantee does not apply to damage caused by your improper handling or your failure to follow the maintenance instructions and or maintenance available at your Kentile dealer's. This guarantee must be presented if claim is made for new tile.

*Price quoted is for a Kentile Floor approximately 6′ x 10′6″ installed by you. KenBase (optional) $8.25 extra. Your floor may cost less or slightly more, depending on size of room, colors and freight rates. See your local Kentile Dealer... He's listed in the classified phone directory under FLOORS.

KENTILE, INC., 58 2nd Avenue, Brooklyn 15, N.Y.

KENTILE®

The Asphalt Tile of Enduring Beauty

Copyright 1953 Kentile, Inc.

New Way

● When the police are in doubt, they

"THE EVIDENCE"

HERE'S Professor Hausman's way of solving crimes: using pupil Helen Lehotsky as a model, he snips off a lock of her hair . .

By Sid Ross

to Trap Criminals

call on a New Jersey expert known as the "hair detective"

USING microscope, Prof. Hausman detects differences in hair.

NEW BRUNSWICK, N. J.

THERE'S A quiet, scholarly gentleman here who can solve a crime with a single strand of hair.

He is Dr. Leon A. Hausman, 64, professor of zoology at the New Jersey College for Women, a branch of Rutgers University.

He's known to police and criminal investigators as "The Hair Detective."

Here's how he works: Dr. Hausman takes a suspect's hair. Then he compares it with any hair found at the scene of the crime.

If they match, the suspect's in trouble.

His implements—in addition to the microscope—are some 2,000 samples of hair from almost every species of animal, plus 800 samples from all human races and groups. He even has hair samples from a whale and from a 5,000-year-old Egyptian mummy.

"Your own hair," he says, "may appear to you to be plain, long or short, straight or curly, and red, black, brown, blond or grey. Under a microscope, it's something different."

Instead of a smooth filament, each hair looks like a cable covered with tiny platelets that vary in size and shape. Inside, are long cell forms, which also vary. In addition, Dr. Hausman can distinguish dozens of variations of hair color, type and texture.

Half-an-Inch Was Enough

POLICE got in the habit of calling him back in the '20s when a hit-and-run driver left his victim dead in a ditch. After several weeks of sleuthing, they found a car with a dented fender. The first inspection yielded only one hair—a dog's. Dr. Hausman looked closer and found a half-inch fragment of human hair. *It matched that of the dead man!* This was the long-sought hit-and-run car!

He has solved many cases since:

Case 1: A man in Oklahoma was convicted of assaulting and murdering a woman. *Comparison of hair found at the murder scene and hair from the accused convinced Dr. Hausman the man was innocent.* The man's trial was reopened and he was freed.

Case 2: Two hunters in Okanogan, Wash., each claimed the $1,000 bounty for bagging a mountain lion that had killed a young boy. But the hunters had bagged two different lions. Dr. Hausman, by examining hair in the two lions' stomachs, identified which had killed the boy.

Not all his cases have been so tragic. A woman once tried to dodge taxes by claiming her fur coat was dyed mink worth only $1,000. He proved it was natural mink, *worth far more.* ■

Now! Lose Weight this Easy Way!

"It really works," says

Joanne Dru

No Drugs . . . No Diet . . . Results Guaranteed! Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box ($2.98) or your money back!

Proved by Clinical Tests. With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure.

Controls Hunger and Over-eating. When you take Ayds before meals, as directed, you can eat what you want—all you want. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. Ayds is guaranteed pure. Contains no drugs or laxatives.

New Loveliness in a Few Weeks. Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan.

Joanne loves to play the piano. Says Joanne, "I can sincerely recommend Ayds to anyone who wants to have a lovelier figure."

Joanne Dru relaxing at her Encino home. "The Ayds way is really no effort at all but it does a top job for me," says Joanne.

Ayds has helped many famous Hollywood stars to a lovelier figure. It can do the same for you! At your drug or department store.

Rande shyly "covers up" while wardrobe woman pins on skirt.

SHE smiles confidently as mother tells her there's nothing to worry about. (Note ring.)

RANDE is thoughtful as she rehearses cues. She has appeared in one movie.

She Dances with

This 9-year-old wouldn't go onstage for

Enjoy Your Favorite Soups Under The

NEW HEINZ LABELS

LOOK for your favorite high-quality Heinz Soups under brand-new labels! Tasty, money-saving recipes on the back show how easy it is to make quick sauces, thrifty casserole combinations and other dishes with Heinz Condensed Soups! Ask for hearty Heinz Cream of Chicken Soup, golden Chicken Noodle or Chicken with Rice. Like all Heinz Condensed Soups, they're exceptional buys at today's low prices. And you *know* they're good because they're *Heinz!*

SAVORY SOUP COMBINATION*

● **Blend contents** of a tin of **Heinz Chicken Soup with Rice** with contents of a tin of **Heinz Cream of Tomato Soup.** Add 2 tins cold milk or water and heat to boiling, stirring occasionally. Garnish with thinly sliced lemons, popcorn, slivered almonds or croutons.

**One of the many fine recipes found on back labels of Heinz Soups!*

57 Heinz Condensed Soups

Real Flavor Bargains At Today's LOW PRICES

Better 3 Ways

1. As Soups 2. As Sauces 3. As Cooking Ingredients

A MINUTE to go—and Rande stands at attention while final adjustments are made. Later, skirt nearly fell off.

a Diamond

her TV debut without it . . .

THERE'S a 9-year-old ballet dancer who won't take a step without a diamond ring!

She's Rande Rayburn, who made her TV debut not long ago on the Colgate Comedy Hour (NBC-TV).

Rande has a show-business superstition: she won't dance unless she is wearing her good-luck charm, the diamond ring her parents gave her.

- A shy girl, Rande didn't even tell her best friend that she was going to be on TV.
- But she spent two hours rehearsing for a half-minute performance onstage. Just before her cue, Rande's costume came undone. She had to rush backstage for repairs. But she kept calm—and the show went on. Later, when she saw the show on film, she said: "I looked older on TV."

POISED and self-assured, Rande goes into dance. Next day her schoolmates imitated her, said she looked "real grown-up."

END SCUFFED-UP FLOORS

No need to polish floors so often! Cleaning is easier too!

Hard Gloss Glo-Coat is a great new Johnson's Wax discovery. It gives all floors a harder, brighter shine!

Which means better-looking floors with far less work! The shine is so *super-hard* it doesn't get a scuffed-up look. Not even after weeks of wear. There's no need to polish floors so often!

A Hard Gloss Glo-Coat polish also resists soiling. Dirt doesn't grind into the floor. A quick damp-mopping removes grime but leaves the shine. Get Johnson's wonderful new Hard Gloss Glo-Coat tomorrow!

FREE—*Illustrated 20-page booklet, "The Easy Way to Care for Modern Floors." Full of practical work-saving tips. Write Margaret Scott, Johnson's Wax Consumer Service, Box PA2, Racine, Wisconsin.*

Another work-saver from Johnson's Wax Research

Johnson's NEW

HARD GLOSS

GLO-COAT T.M.

Why FORCE your child to take a Laxative?

Children enjoy taking Fletcher's

CASTORIA

the laxative made especially for them

Extra Mild Castoria Contains No Harsh Drugs—Won't Upset Sensitive Little Stomachs!

When your child needs a laxative, *never* upset him with harsh adult preparations. Give Fletcher's Castoria, the natural laxative especially made for children from *nature's own* vegetable products. Contains no cascara, no castor oil, no salts, and no harsh drugs. Won't cause griping, diarrhea, nor upset sensitive digestive systems. Mild Fletcher's Castoria acts gently, thoroughly, and you can regulate dosage *exactly*. What's more, it's so pleasant-tasting, children take it without fussing. Get it now.

Chas. H. Fletcher

The Original and Genuine

CASTORIA

Especially Made for Infants and Children of *All* Ages!

Sew It Yourself

With just a few stitches you can have an outfit for summer

HERE'S a dress designed to look well on every woman. What's more, every woman can make it herself *within a day*—from cotton, linen, chambray, shantung or almost any fabric.

The sleeveless blouse has four pattern pieces, with only side and shoulder seams to handle. The collar is a continuation of the front of the dress; it's not set in. The gently-flaring skirt has four gores. Big patch pockets can be sewed on quickly.

Pattern #103 costs 35¢, comes in sizes 10 to 40 only. Size 16 takes 6¼ yards of 35-inch fabric.

Dress shown here in Bates' Disciplined Cotton, parasol print.

↓ Use this convenient coupon for ordering your pattern . . .

Please send me _____ PARADE Pattern(s) 103 at 35¢ each. SIZE(s) _____

Mail to PARADE, Box 436, Madison Square Station, New York 10, N. Y. (Please print name and address.)

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

▲ **Flared skirt makes this dress flattering . . .**

Today's loveliest figures show

the modern taste is for Light refreshment

EVERYWHERE you go, you see walking testimonials to modern woman's good sense, good taste, good habits of living. Slimmer, trimmer, more youthful-looking, more admirable in every way—thanks to her careful diet, to modern, lighter meals, less filling foods and beverages.

Insurance tables say she'll live longer, too—and so will her countless men-folk who take care to follow her wholesome example.

Today's Pepsi-Cola is made to suit this modern trend. For Pepsi has steadily kept pace with modern ideas of diet. Pepsi is light, dry (not too sweet), reduced in calories.

You'll find Pepsi-Cola in the familiar economy size that serves two people or in the smaller single-drink size.

Have a Pepsi—the light, modern refreshment.

PEPSI-COLA

refreshes without filling

MENU OF THE WEEK

London Broil — Mushroom Gravy
Buttered Asparagus — New Potatoes
Radish and Cucumber Salad
Rhubarb Pie
Coffee or Tea

LONDON BROIL

By Beth Merriman, PARADE'S FOOD EDITOR

YOU HAVE enjoyed London Broil in restaurants, but have you ever made it at home? It's easy and so good. It's not costly, either, especially if you treat the flank steak with meat tenderizer salt before broiling.

You can buy less expensive beef and still be sure that it will be tender after cooking.

And remember this: the tenderizer cuts broiling time, too. ■

LONDON BROIL

Meat tenderizer salt
1 flank steak (2 to 2½ lbs.)
1 3-oz. can broiled sliced mushrooms
1 can beef gravy

Sprinkle meat tenderizer salt evenly on both sides of flank steak. Let stand at room temperature 30 minutes. Place on broiler rack in preheated broiler oven with top surface of meat 3 inches below source of heat. Broil 4 minutes on each side. Slice diagonally in thin slices across grain of the meat. Add mushrooms, liquor and all to gravy; heat; pour some of the gravy over the beef slices; serve the rest separately. Makes 6 servings.

PHOTO BY ALBERT GOMMI

Send today for your copy of the PARADE Cook Book

PARADE COOK BOOK
P. O. Box 119, Canal St. Station, New York 13, N. Y.

I am enclosing 60 cents in cash for my postpaid copy of the new PARADE Cook Book. I read about it in the Sunday edition of

.....
(name of your Sunday newspaper)

PLEASE SEND IT TO:

NAME (Please print).....

STREET.....

CITY..... STATE.....

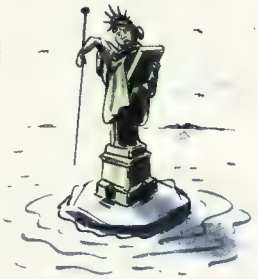
Just in case somebody takes the sign too literally . . .

Lock the Doors!

News item: the U.S. Treasury is counting all the gold in Fort Knox. If that's how things are, cartoonist Reamer Keller says, maybe we ought to check up on a lot of other valuables. Maybe somebody has swiped Niagara Falls.

Daily check should be made of the Thousand Islands . . .

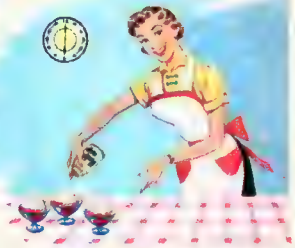
Use Mt. Palomar to keep an eye on everything . . .



Nothing like a hat pin for a gal to defend herself with . . .

No one with a shoplifting record allowed near Niagara . . .

Now! in seconds your favorite gelatin desserts become real party treats...



when you always serve them glamorized with fresh, real cream...

Reddi-wip®

It's the easy way to put big smiles on little faces!

Quick Treat, Ready in a Minute!

Gelatin treats are always glamorous with Reddi-wip. For less than 2¢ a serving, snowy mounds of luscious real-cream Reddi-wip are whipped instantly, without work or waste. And Reddi-wip contains only half the calories of ordinary whipped cream. It takes so little time to make the "big" dessert the family loves; serve gelatin with Reddi-wip tonight!

It's the same pure rich cream, but Reddi-wip whips it for you!

Reddi-wip® designates the fresh cream product of Reddi-wip, Inc. and its authorized processors throughout the United States and Canada. © R. W. Inc.

Gets her Cannon Dish Towels this way

You can, too, without sending in box tops or extra money. Right inside every giant economy-size box of new *all-purpose* BREEZE is a full-size Cannon Dish Towel worth 25¢. (*Large-size* box contains Cannon Face Cloth). Here's a detergent that's really perfect for *everything* from dirty clothes and dishes to fine things. Try it soon. Naturally, there's a Lever Brothers money-back guarantee on every box.

HY GARDNER FEATURETTE

'Believe Me,

▲ **BOB HOPE:** According to Jesse Block, he's typical of a certain kind of American (see story).

PEPSODENT! Gives You

CLEAN MOUTH TASTE for HOURS

Thanks to **ORAL DETERGENT** Discovery!

Pepsodent's exclusive ORAL DETERGENT cleans your teeth cleanest. And the cleaner your teeth are the better you fight the cause of bad breath and tooth decay.

Tests conducted at a Mid-Western University prove Pepsodent's ORAL DETERGENT cleans teeth cleanest of any leading tooth paste. But you can prove it to yourself . . . your proof is Pepsodent's Clean Mouth Taste that lasts for hours. Lever Bros. Co. *unconditionally* guarantees your satisfaction or your money refunded.

Only **PEPSODENT'S**
ORAL DETERGENT
Cleans Your Teeth Cleanest!

TRY THE NEW
PEPSODENT CHLOROPHYLL

I'm Convinced'

.....Bob Hope admits the truth about himself

NEW YORK.

ONE NIGHT not long ago, the walls of the Waldorf ballroom bulged with famous people.

They'd come to help the Friars Club pay tribute to one of the best loved personalities on the American scene—Mr. Leslie Townes Hope, also known as Bob.

For more than a decade, the energetic comedian, who's traveled about a million miles to bring a touch of home to our servicemen, has acted as toastmaster at functions honoring others. On this particular evening, the tables were turned. **GEORGIE JESSEL** introduced such distinguished men as **ALBEN BARKLEY, SEN. W. STUART SYMINGTON, BERNARD BARUCH, GOV. FRANK LAUSCHE** of Ohio, **MAJ. GEN. ROSY O'DONNELL** and New York Mayor **VINCENT IMPELLITTERI**; and comedians including **FRED ALLEN, MILTON BERLE** and **DANNY KAYE** to pour on the verbal oil.

When finally the guest of honor took to his feet, he seemed shakier than we've ever seen him.

▶ "Honestly," he said, summing up the compliments, *"I didn't think that anybody could be that great—but you convinced me."*

JESSE BLOCK, veteran member of the old Palace headline team of Block and Sully, explained why Mr. Hope was chosen as guest of honor.

▶ "First," he said, "we had to pick a man who owns his own dress suit. Secondly, he had to be a typical average American. And believe me, Bob is like any average American who makes three million dollars a year!"

▶ Fred Allen was superb. "I am sorry I have to put these glasses on," he started, "but my speech is in third dimension." After eulogizing Hope in a satirical but friendly vein, Allen went on to rip Hollywood apart. "Hollywood," he exclaimed, "is where a star is a person who works all his life to become recognized—*then wears dark glasses so that nobody will know who he is!*"

JACK BENNY, who was supposed to fly to the dinner, was ill. From his hospital bed, he wired Hope asking him to keep the dinner warm—that he'd most likely be three or four weeks late.

'But Not Too Soon'

BING CROSBY wired that he couldn't attend the dinner because he wasn't hungry — an old standby, but always good for a chuckle—if the signer's name is important.

Mr. Bernard Baruch, referring to Hope as "Mr. Ambassador," said, "I trust that you will appreciate how deeply I feel about what you have done for all of us. I join in the hope, as an old friend of mine once said, *'May the Lord take a liking to you, but not too soon.'*"

▶ Milton Berle, Abbott of the Friars, remarked: "I could say a lot of wonderful things about Bob Hope, *but I don't want to perjure myself.*"

Said Hope, after it was all over: "It was a wonderful, wonderful night. *Everybody was so nice, I almost forgot myself and asked the waiter for the check.*"

FRIENDS paying tribute to Hope included George Jessel, Milton Berle (standing with Hope), Bernard Baruch and Alben Barkley, former vice-president. They all kidded him.

FALSE TEETH
KLUTCH holds them tighter

KLUTCH forms a comfort cushion; holds dental plates so much firmer and snugger that one can eat and talk with greater comfort and security; in many cases almost as well as with natural teeth. Klutch lessens the constant fear of a dropping, rocking, chafing plate. 25¢ and 50¢ at druggists. . . . If your druggist hasn't it, don't waste money on substitutes, but send us 10¢ and we will mail you a generous trial box. KLUTCH CO., Box 5370-D ELMIRA, N. Y.

TODAY'S best buy — your Sunday Newspaper!

The way thousands of physicians and dentists recommend

Here's Why . . .

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

REWARD

—for dogs that chew hard MILK-BONE Dog Biscuits: real help toward healthier teeth and firmer gums. Dogs enjoy nourishing, vitamin-rich MILK-BONE Dog Biscuits...buy a package today!

CONTAINS Chlorophyllin

Whatever your dog eats he NEEDS MILK-BONE DOG BISCUITS, too!

MILK-BONE products contain nutrients your dog needs: Vitamins A, B_1, B_2, D and E; Meat Meal; Milk; Fish Liver Oil; Wheat Germ; Whole Wheat Flour; Minerals. Plus Chlorophyllin.

National Biscuit Company, Dept. P-4
Milk-Bone Bakery
446 E. 10th St., New York 9, N. Y.

FREE SAMPLE

Send me *free* MILK-BONE DOG BISCUITS. Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on postcard if you wish.)

Name.....

Address.....

City and State.....

This offer good in United States only

NATIONAL BISCUIT COMPANY

Kicking up spray, a car splashes through Frio Canyon River 120 miles west of San Antonio. Canyon walls rise 300 feet above river bed.

OFF-COURSE car, stuck in a hole, is yanked out by Earl Prade. He doesn't charge motorists for the service.

You Can 'Float' on

DRIVERS ON A 6-MILE STRETCH DOWN IN TEXAS

LEAKEY, Tex.

If you suddenly notice buoys and channel markers instead of road signs on Route 336 near here, don't get excited.

You're all right. The road's wrong.

It so happens that at this point, the road, an old covered wagon trail, turns into a river – or vice versa. For the next six miles, Route 336 – which cuts across Earl Prade, Jr.'s dude ranch–is the flat limestone bed of the Frio River.

Folks around here have a standing joke. *"You don't drive on this highway–you navigate,"* they say. "There ain't no speed limit. You go just as fast as your windshield wiper cleans off the spray."

▶ If you're a smart motorist, you'll keep your eye on the orange disks and cedar posts. They're traffic signs that keep you in the "channel." (The water runs from two to six inches deep.)

▶ Despite the markers, motorists manage to get stuck pretty often. The American Automobile Assn. calls Route 336 the strangest highway in the U.S.

In summer, Earl Prade pulls an average of three cars a week out of the holes–for free.

Safer Than You'd Think

Traveling the Frio Canyon River Road is always an adventure, but there's really not much danger. Actually, the road is far safer than many big highways. You can't speed and there's not much traffic.

But something is always happening. Last summer, a guest at the Prade ranch was driving along, showing his wife the sights, when he got a flat tire.

"What'll I do now?" he asked his wife.

"Just take off your shoes and socks, roll up your pants and fix the tire," said his wife calmly. *"In the meantime, I'll see if the fish are biting."*

One day, a local judge and a lawyer friend were sloshing along on a fishing trip. Suddenly, the rear wheel of their car dropped into a hole. The two spent hours toting rocks from the river bank to fill up the hole so they could raise the wheel.

▶ Finally, the judge, every bone aching, sat down to rest. "You know," he said, "after this, I'll think twice before I sentence a man to the rock pile."

▶ The "river road" is a big tourist attraction around here. Earl Prade kind of wishes the county weren't building a paved road that will skirt the "channel."

▶ Says he, wistfully: *"I'll miss those landlubbers hanging on the helm and singing 'Anchors Aweigh.'"*

PHOTOS BY BEN ROSS

This Road

CAN FISH OUT THE WINDOW.

On this road you 'navigate' your car

You can fish from your car. River is stocked with bass, bream and catfish.

NESTS of swallows line canyon walls. They migrate from Central America.

GIRL finds "channel buoy" bolted to steel—and cemented into the river bed.

SIGN shows entrance to the Prade Ranch. Underwater highway helps draw tourists.

THIS STRANGE formation on Frio River bank is known as "Hippopotamus Rock."

Drivers have to avoid Prade ranch cattle that walk on road to drink.

Sticks at a Feather Touch!

The finest cellophane tape we've ever made!

("Scotch" is the registered trademark of Minnesota Mining & Mfg. Co., St. Paul 6, Minnesota.)

Moisture-Proof

Your Baby Against Diaper Irritation

Z.B.T. Baby Powder with Olive Oil soothes like powder, protects like oil! Gives your baby's delicate skin a silky-smooth film of moisture-proof protection that lasts and lasts. Resists irritating acid-moisture of wet diapers and perspiration. Guards against painful chafing, prickly heat, urine scald and diaper rash. Helps keep skin dry even during long night hours. For baby's comfort, always use Z.B.T. after bathing, and at every diaper change.

Make This Test
Smooth Z.B.T. Baby Powder on your hand. Then sprinkle with water. Note how water rolls off! Z.B.T. moisture-proofs skin, gives your baby extra protection!

Does not contain zinc stearate

USED BY OVER 1700 HOSPITALS

TEA TIME . . .

WHAT's this Oriental princess doing with a tea cup?

Look again: the princess is Gene Tierney, all tricked up for a ballet sequence in "Never Let Me Go." Gene has been making the film for M-G-M in London, where, of course, *everything* stops for tea—even movie cameras.

Puts On Blue Bonnet To Get Most For The Money!

MRS. TED MALONE

You, too, will love BLUE BONNET Margarine's delicate, sunny-sweet flavor! BLUE BONNET makes bread, toast, hot rolls, and vegetables taste *better* than ever!

You'll appreciate BLUE BONNET's nutrition. Unlike most other margarines, BLUE BONNET contains *both* Vitamins A *and* D—as much year-round Vitamin A and D as you get in the high-priced spread for bread!

Yet BLUE BONNET Margarine costs *less* than *half* as much as the high-priced spread. So put on BLUE BONNET and *be sure* of "all 3"—Flavor, Nutrition, Econom-e-e!

Amazing New Creme

RE-COLORS HAIR IN 17 MINUTES...

Now change streaked, gray, graying or drab hair to a new lustrous youthful-looking color, try Tintz Creme Shampoo-Tint today. It's a new hair coloring that recolors hair at home as it shampoos. Takes only 17 minutes. No waiting for results. It's easy to use—no messy mixing. Won't wash or rub out. Get your choice of 13 of natural appearing colors today ... at your local druggists.

Tintz CREME SHAMPOO HAIR COLORING

'I WAS ONE OF THE FEW WOMEN . . .'

. . . who saw the atom bomb test last month. Next Sunday read the unusual eye-witness story of a young Las Vegas, Nev., housewife . . . exclusive in PARADE.

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By PETER DRYDEN

Parade of Progress

Here are new, inexpensive gadgets that will save you time and money.

KIDDIE-PROOF ENAMEL

• If you have children with a nibbling tendency, you'll welcome an enamel that's free of lead pigments and toxic ingredients that contribute to paint poisoning. It's a real, pigmented enamel, not a vegetable coloring, and you can use it wherever regular enamel is used. It's especially good for playpen, crib, nursery furniture, toys, high chair and other surfaces that children bite. In white, black and 18 colors. $2.26 a quart. SAPOLIN, 229 E. 42 St., New York, N. Y.

HELP FOR WEARY FEET

• New arch supports that work on hydraulic principles may provide immediate comfort to foot-weary persons. The support is a fluid-filled sac within a soft, rubber-covered pad shaped to under-foot contour. Maker says it offers unusual comfort, because as pressure shifts when you walk, fluid also shifts to give foot balance and support arches. As fluid moves, it gently massages the foot, too. $6.95 a pair. HYDRAULIC ARCH SUPPORT CO., Dept. PP, Box 74, Kent, O.

HOODS FOR YOUR PLANTS

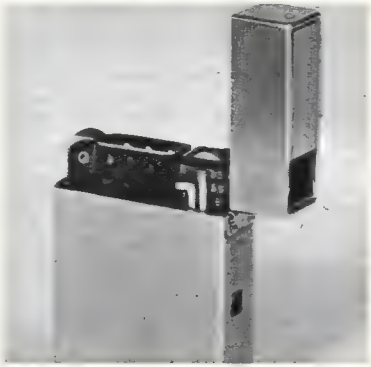
• You can make double use of new 9" hemispheres of clear plastic. As covers, they'll protect your seedlings, cuttings and small plants and prevent valuable seeds from washing away. They let in beneficial ultraviolet rays. Indoors, you can seal two of them together with cellophane tape to make a display globe for your plants or blooms. 6 for $3.95. PLASTI-PLANT HOOD, P.O. Box 95, Elmhurst 73, N. Y.

WAXES AS IT WASHES CARS

• You can wash your car and wax it at the same time with a new chemical you add to the water. It contains a special detergent that floats away dirt and leaves a natural wax preservative. Maker claims the wax is self-polishing and so no rubbing is needed. $1. WAX-E-WASH, Dept. PP, 304 Kansas Ave., Topeka, Kan.

PORTABLE GAS RANGE: Gas cooker has all the convenience of a large stove without pipes or cords. Two full-size burners light instantly with an adjustable blue flame that gives immediate intense heat. Economical fuel comes in sealed, throw-away tanks. Good for home, cottage, camping. Range and 2 fuel tanks, $29.95, express collect. Extra fuel tanks: 6 for $4.75. J. B. HUNTER CO., *Dept. PP, 83 Summer St., Boston, Mass.*

CLEANS BOTTLES AND NIPPLES, TOO: This combination bottle-nipple brush will be a time-saver for mothers. One end is designed for the bottle, the other end especially for the nipple. It has plastic bristles twisted in wire, and will withstand boiling water. 39¢. W. W. CONVERSE & CO., *Palmer, Mass.*



LIGHTER PLUS CAMERA: Here's a cigarette lighter with a built-in camera. The combination is no bigger than the usual lighter. You can use the camera indoors and outdoors. It has an Anastigmat F-15 mm. 1:3.5 lens and two shutter speeds—1/50 for daytime and B for nighttime or indoors. You cut 16 mm. film to half size. Comes with 2 film magazines plus film cutter. $19.95. WESTCHESTER SALES, 33 *Dante, Larchmont, N. Y.*

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SHOPPER'S PARADE

TERMITES

Stop Their Damage Yourself At a Big Saving With ARAB U-DO-IT

A packaged product is now available for you to knock out subterranean termites yourself by the modern, soil-treatment method. This product is ARAB U-DO-IT Termite Control, a liquid concentrate with a Chlordane base. One gallon mixed with water makes 100 gallons ready-to-use termite killer and will treat average 5-room house. Easy to apply. Non-inflammable, no objectionable odor. Will not harm grass, flowers, shrubs or trees. Long-lasting effectiveness proved since 1946 by leading exterminators. If your dealer cannot supply, send postcard for FREE folder showing how termites get into your house, where to look for them, how to kill them. No obligation. Federal Chemical Co., Dept. P-43, Indianapolis, Indiana.

MAGNIFYING TWEEZERS: You can use these new tweezers to pull out splinters, hangnails and many other things you can't see with the naked eye. Magnifying glass makes tiny objects 3 times their size—right at point of tweezer. $1.50. BAUER-LEE, *Dept. PP, Sierra Madre, Calif.*

Clean Outside Windows From Inside

The amazing new Safe-way Window Cleaner makes your windows shine. No more sitting on dangerous ledges, no back-straining. Just extend adjustable double jointed lightweight aluminum arm to any length you require. It performs in minutes what usually takes hours. Fitted with reversible felt edge head for washing and rubber squeeze for wiping. Does professional job on windows, mirrors, glass doors, walls, wainscoting.

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Crutches laid aside, polio victim Frances Kelly talks to Henry Viscardi.

IT'S BOOMING

By S. A. SCHREINER, JR.

WEST HEMPSTEAD, N.Y. THERE'S a little business here that's making money fast as a weed grows.

The business, which supplies electronics equipment on a contract basis, was started a little over six months ago on $8,000 borrowed capital.

Already it has expanded 600 per cent. By next fall, the directors plan to repay the $8,000 *with interest* at the company's first annual banquet.

ARTHUR NIERENBERG dictates to Florence Fiedelman, a leg amputee.

Then they're going to start building a new and bigger plant.

This sounds like an ordinary American success story. But it isn't.

Each one of the directors and the nearly 50 employes of this new company—called Abilities, Inc.—is handicapped.

No Legs, No Arms . . .

THE COMPANY'S 40-year-old president and founder, Henry Viscardi, Jr., has two artificial legs. The foreman, Arthur Nierenberg, a victim of polio which affected both legs and an arm, gets around in a wheel chair.

• One of the company's top packaging technicians has neither arms nor legs. On the production line are five totally blind persons, a deaf mute, arthritics, heart cases and war wounded.

• Most of these people never had a job before. Now they are earning the industry's prevailing wages. (The company has paid out almost $50,000 in wages.)

continued on next page

MOJUD
"MAGIC MOTION"
stockings

Every stitch a compliment!
No bagging knees, no sagging ankles with Mojuds—the stockings with "Magic Motion." The extra "give" and spring-back is right in the knit. Mojuds *stay* fitting . . . like your skin!

There's lovely lingerie by Mojud, too. At better stores everywhere.

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The Secret of Successful "ATHLETE'S FOOT" TREATMENT!

"ATHLETE'S FOOT" is caused by parasitic fungus growths which thrive on damp, sweaty skin. Successful treatment requires *keeping skin dry* and *stopping fungus growth* so that healing may take place.

CAMPHO-PHENIQUE POWDER'S "DOUBLE-DEFENSE" ACTION

offers amazing help in combatting this highly contagious disease, as proved by scientific tests:

FIRST—Campho-Phenique Powder soaks up perspiration—helps keep feet dry, reduces danger of infection spreading.

SECOND—It contains a powerful antiseptic that helps stop fungus growth. Helps skin to heal and prevent reinfection.

IN ADDITION—Gives fast, soothing relief from the tormenting itch and burn.

Don't let "Athlete's Foot" get a toe-hold. Get Campho-Phenique Powder today. See how *fast* it relieves misery . . . aids healing. For deep-seated cases consult your doctor.

Campho-Phenique Powder
(PRONOUNCED CAM-FO-FIN-EEK)

AT YOUR DRUG COUNTER—ONLY 60¢

IT'S BOOMING *continued . . .*

WORKER packages electrical equipment. Abilities, Inc., adjusts job to worker, often invents devices to help him.

50 disabled people prove they can make a business pay off

ABILITIES, INC., unlike most companies, is happy to have other businesses "raid" its staff. In fact, Viscardi boasts he is losing an employe a month.

Why? The company's purpose is to prove that handicapped people can hold down normal jobs—instead of becoming charity cases.

- Abilities, Inc., does this dramatically. "We can underbid competitors," says Viscardi, "because our people outproduce anyone. Our blind workers, for example, lace four times as many cables a day as the average worker. And around here, people don't slow down a half hour before quitting time."
- Abilities welcomes competition, too. Says Viscardi, "There should be as many companies like ours as there are post offices—one in every town in the United States."

WIRE preparation department at work: company's theory is that industry must use people's abilities, ignore defects.

Use new *White Rain* shampoo tonight—tomorrow your hair will be sunshine bright!

It's like washing your hair in softest rain water! This new gentle lotion shampoo pampers your hair... leaves it soft as a cloud, bright as sunshine, and so easy to care for!

White Rain

Fabulous New **Lotion Shampoo** by Toni

DON'T GET TOO CLOSE . . .

. . . to the car ahead. Remember: if you're a "bumper chaser," you won't get any place faster—except maybe the hospital.

It's wonderful the way Chewing-Gum Laxative acts chiefly to REMOVE WASTE —NOT GOOD FOOD

- Here's the secret millions of folks have discovered about FEEN-A-MINT, the modern chewing-gum laxative. Yes, here is why FEEN-A-MINT's action is so wonderfully different!

Doctors say that many other laxatives start their "flushing" action too soon . . . right in the stomach where food is being digested. Large doses of such laxatives upset digestion, flush away nourishing food you need for health and energy. You feel weak, worn out.

But gentle FEEN-A-MINT, taken as recommended, works chiefly in the lower bowel where it removes mostly waste, not good food! You avoid that typical weak, tired, run-down feeling. Use FEEN-A-MINT and feel your "peppy," energetic self—full of life! Get FEEN-A-MINT! No increase in price—still 25¢, 50¢ or only 10¢.

Feen-a-mint
THE CHEWING-GUM LAXATIVE

How to Avoid "Food Hangover"
(Gas, Heartburn, Sour Stomach)

If favorite foods give you after-eating distress, try this top-speed way to relieve gassy fullness and acid indigestion. Just eat 1 or 2 Tums after meals—or whenever over-indulgence in eating, drinking or smoking makes you feel upset. Tums neutralize excess stomach-acid almost before it starts. Contain no baking soda to over-alkalize. Always carry Tums in pocket or purse. Get a handy roll today.

Only 10c, 3-Roll Package 25c

EAT LIKE CANDY TUMS 10 STOMACH DISTRESS

TUMS FOR THE TUMMY

Mighty good! Mighty fast! Mighty easy!

A 20-minute treat with Minute Rice!

Fix a feast with a Hawaiian accent from a small piece of ham—and fix it in *minutes* with Minute Rice!

Here's rice *pre-cooked* to save you time, work, and worry. You pour Minute Rice right from the package, add water and salt, bring to a boil, and turn off the heat. Nothing more! Just 10 minutes later, your rice is ready—the fluffiest, plumpest, snowiest rice that ever brightened your table. You simply can't go wrong—Minute Rice is sure to be perfect every time.

Easy, breezy recipes on every package. Get the big Economy Size—pep up your menus often with this magical rice.

HAWAIIAN SUPPER

Prepare 1⅓ cups Minute Rice as directed on package, adding ⅛ teaspoon ground cloves. Let stand 10 minutes; meanwhile, lightly brown 2½ cups slivered ham (ready-to-eat or leftover) and ⅓ cup chopped green pepper in 2 tablespoons shortening. Mix 1½ tablespoons cornstarch, ¾ cup water, ½ cup pineapple juice, 1½ tablespoons vinegar, 2 tablespoons brown sugar, 1½ teaspoons prepared mustard, and a dash of pepper. Add to ham; cook and stir until sauce is thick and transparent. Add ½ cup pineapple tidbits; heat. Add 1 tablespoon butter to rice; top with ham in sauce; garnish with parsley—and hear 4 people shout a happy, "Aloha." Only with quick, quick Minute Rice can you make this treat in 20 minutes!

No washing! No rinsing! No draining! No steaming!

Minute Rice—and only Minute Rice—is pre-cooked. Swells into long, plump, tender kernels—gives you *perfect* rice the carefree, work-free way! No wonder more families use Minute Rice than any other brand of packaged rice!

For perfect rice the quick and easy way...pre-cooked

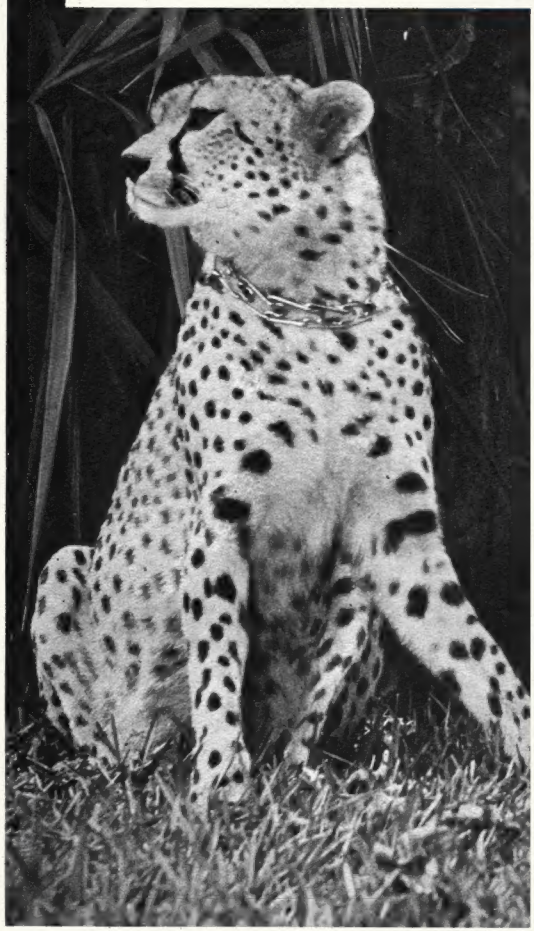
A Product of General Foods

MINUTE BRAND RICE

JOHN PEDERSEN: A 17-year dream came true. Now he has his own zoo.

AFRICA GOES TO FLORIDA

PHOTOS BY HARRIET ARNOLD



• Mrs. Pedersen with cheetahs, Mbili (left)

BOCA RATON, Fla.

After 17 years, John P. Pedersen has what he has always wanted—an African zoo.

Broke in 1930, Pedersen began making curtain tie-backs to support his wife Lillian, daughter Shirley and son Jack.

Surprisingly, the tie-backs "caught on." In five years, Pedersen was known as the "tie-back king."

- On vacation trips to Florida, Pedersen thought: here's the spot for my zoo.
- Finally, he bought a 350-acre tract near Boca Raton. Last January, he stocked it with $60,000 worth of African animals (42 zebras, 22 ostriches, 2 cheetahs, 100 monkeys) and about 55,000 tropical plants. He calls it "Africa U.S.A."

JOHNNY, owner's grandson, shows toy pistol to "Chief Machakas," zoo gatekeeper.

and Moja. They are known as world's oldest domesticated animal.

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Yes, "soaping" your hair with even finest liquid or cream shampoos hides its natural lustre with dulling soap film.

Halo—made with a special ingredient—contains no soap or sticky oils to dull your hair. Halo reveals shimmering highlights . . . leaves your hair soft, fragrant, marvelously manageable! No special rinses needed. Scientific tests prove Halo *does not dry . . . does not irritate!*

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	20 lbs.	7¢—½ lb.
	30 lbs.	10½¢—¾ lb.
	40 lbs.	14¢—1 lb.
	50 lbs.	17½¢—1¼ lb.
	60 lbs.	21¢—1½ lb.
	70 lbs.	24½¢—1¾ lb.

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**based on average price of 5-lb. bag—and typical experience of thousands of dog owners.*

Every serving of Ken-L-Meal is rich in meat meal and protein and provides *complete* food. Every tasty bite supplies all known "dog-health" vitamins and minerals.

You just add water. Mixes in a minute to a moist, crumbly texture. Try this protein-rich, penny-wise way to keep your dog happy, healthy, and handsome. And for variety, feed the best in canned dog food—Ken-L-Ration.

KEN-L-MEAL

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